Access ACC Guest WiFi:

- Connect to ACC-Start here
- Navigate to http: www.austincc.edu/ in your browser
- Follow the prompts and choose Guest login
- Enter the code sent to your phone

**NOTE:** Your browser will warn you that the connection is not private. Click on the “advanced” link and continue to the site.

Contact ACC Tech for assistance: 512-223-8324
$12M
24-Hours
March 5 - 6, 2020
Thank you to our Impact Leaders!

St. David's Foundation

Austin Community Foundation

Tito's Handmade Vodka

Enverus

Reissa Foundation

NXP

Favor

Shield-Ayres Foundation

Cirrus Logic
Workshop Agenda

- Amplify Austin Day 2020 Campaign Overview
- Incentivizing Your Campaign with Matching Dollars and Peer-to-Peer Fundraising
- Board Retreat: Board Member Led Q&A
- Lunch and Networking
- The Secret Life of Donors
- A Practice in Gratitude
- Break
- Pick on Someone Your Own Size
- Creating a Digital Cascade to Tell Your Story and Inspire Action
- Amplify Austin Day Marketing Case Study Review
- Office Hours
Amplify Austin Day 2020
Campaign Overview

Session Lead: Christine Herlin, Senior Manager of Nonprofit & Customer Relations, I Live Here I Give Here
Amplify Austin Day 2019
$11.2M in 24-hours for 750 local nonprofits

2019 Statistics

- $1.3M raised by 1,590 fundraisers for their favorite cause
- $956,690 raised by 95 local businesses
- $1.6+M in matching funds, prizes, and incentive funds available
- 106M social media impressions using #ILiveHereIGiveHere
- 46M media impressions
- 30% of users were ages 18-34
- 25% of donations were new to nonprofits.
Amplify Austin Day
Prizes & Incentives

Prizes

● 4 Grand Prizes - $5,000 to high performing nonprofit
● 24 Hourly Prizes - $1,000 to high performing nonprofit
● 24 Golden Tickets - $100 added to a donor’s gift

Matching Dollars Available

● I Live Here I Give Here Amplify Fund
● Category Matching
● Business Fundraiser Matching
2020 Amplify Austin Day Opportunities

St. David’s Foundation Match
$1.3 Million in matching funds for 90 nonprofit grant partners

Shield-Ayres Foundation Basic Needs Match
$10,000 in matching funds for Basic Needs organizations

Amplify Assembly with Austin Public
Small nonprofits can apply for Mission Control access and Amplify Austin Day live streaming at Austin Public

#LoveTitos Community Challenge
Tito’s Handmade Vodka will add $5 to every donation with the hashtag #LoveTitos up to $10,000
Get To Know Your Table
Incentivizing Your Campaign with Match Dollars and Peer-to-Peer Fundraising

Session Lead: Christine Herlin, Senior Manager of Nonprofit & Customer Relations, I Live Here I Give Here

Guest Speakers: Casey Keller, VP of Customer Success and Laurel Maley, Customer Success Project Coordinator, GiveGab
Strategy No.1
Peer-to-Peer Fundraising
$1.3 million raised by 1,590 fundraisers in 2019
The Power of Peer-to-Peer

Online Gifts

⅓ of all online donations derive from peer-to-peer fundraising!

Influence

82% Americans seek recommendations before making a purchase.

Averages

The average fundraiser raises $568 from 7 donors.

Growth

Social fundraising dollars grew by 70% between 2013 and 2014.
Finding the right peer-to-peer champions

Returning Fundraisers
90% of 2019 surveyed fundraisers said they would fundraise again if asked.

Millennials
91% of millennials have run a peer-to-peer fundraising campaign. The other 10% hadn't been asked.

All Generations Are Receptive
Generation X: 87% receptive
Baby Boomers: 77% receptive
70+: 63% receptive

Who Gives to People Fundraising?
35% of women have given to a peer-to-peer fundraising campaign in the last 12 months.
Recruiting

Best Practice
Aim for 6-10 fundraising heroes per campaign.

Use Your Wheelhouse
Volunteers, Staff, Board, Alumni, Past Amplify Donors all make great fundraisers!

Be Available
Make sure your fundraisers have the tools they need to set up their campaign. Host a webinar or pizza party to help everyone get set up.
Coaching

Use Multi-Channel Communication

Encourage them to communicate however is natural to them: social media, email, text, or hosting an event!

Provide Tools

Give them information about the campaign including graphics, match information, and language.

Recruit Advocates

Not everyone is comfortable with fundraising, recruit a base of fans who can share your posts and celebrate your mission online.
Engaging

Encourage

Sharing a personal story is vulnerable and asking for donations can be uncomfortable. Recruit returning fundraisers as team captains to provide peer leadership.

Gamify

Award prizes for most new donors or most dollars raised.

Create Community

We know we are stronger when we come together. Bring everyone together to celebrate on the day or create a Facebook or community group to encourage each other.
Retaining

Say Thank You
Find a fun and creative way to say thank you - fundraisers go above and beyond, how can we express our thanks for their time and their voice?

Promote
Ask if they would like to be a Fundraiser Team Captain for Amplify 2021.

Thank Their Donors
Make sure both you and your fundraiser are thanking their donors!
Creative Fundraising Examples

YOUR MOUSTACHE MAKES A DIFFERENCE
Trucker, regent, connoisseur or wisp — no matter the shape or style of your Mo this Movember, your face can inspire donations, conversations and real change.
Who Are Peer-To-Peer Fundraisers?

Supporters who rally around your cause to fundraise on your behalf.

- Board Members
- Volunteers
- Dedicated Supporters
- Lower Capacity or Major Donors (already donated)
- Staff Members
- Friends & Family

Create their own fundraising page connected to your AmplifyATX.org profile.

Share their page with their network to expand the reach of your organization and bring in new donors.
Recruiting Peer-To-Peer Fundraisers

In your Amplify Austin Dashboard:

- Create and manage P2P profiles via your dashboard by clicking “Add Fundraisers” button
- Set a goal and story for each fundraiser’s page that they can customize.
- Message fundraisers
- Download a CSV
- Allow new fundraisers to sign up
- Track fundraiser progress & social shares
Peer-To-Peer Fundraisers Toolkit

Tell Your Story
Let people know why you're fundraising.

Make a Donation
Show people that you're committed.

Reach Out
Ask for the support of your inner circle.

Share Socially
Tell the whole world about your fundraiser.

Give Thanks
Thank your supporters.

Progress

$0
Raised of $500 Goal
85
Days Left
0
Donors

Share your Fundraiser!
https://www.theamazinggive.org/p2p/ali

Need some inspiration?
Check out these great fundraising ideas over on the GiveGab blog.
Completed Peer-To-Peer Profile

- Fundraiser’s custom story and photos
- Your organization’s
  - Cover photo
  - Logo
  - Donation levels
  - Story
Why Use P2P?

Expands your reach to a new network of potential donors

Provides a new opportunity to engage with existing supporters & establish a more vested interest

Organizations with P2P raise 2.41x more than organizations without P2P*

*from a study of Giving Days on GiveGab in 2018 and 2019
P2P Resources

For Nonprofits
- How to identify and add fundraisers
- Support articles & videos for engaging P2P fundraisers
- Email templates for recruiting fundraisers

For Fundraisers
- How to sign up
- Resources & support articles
- Communication guides & templates
- Link to downloads page
Support Areas

An alternative to P2P fundraising

Highlight a special cause or project for your organization on its own page

Connected to your AmplifyATX.org profile

Custom story, donation levels, and more for each support area

Add support areas to your profile via your dashboard
Adding Support Areas

Get Set Up

Complete the steps below to be sure that you are set up and ready to participate in Amplify Austin.

- Add Your Organization's Info
- Add Your Story
- Get Verified to Collect Donations
- Add Donation Levels
  Show your donors the impact their donation makes.
- Add a 'Thank You' Message
- Add Fundraisers

Donation Tools

- Manage Sponsor Matching
- Manage Donations
- Embed a Donate Button

Other Actions

- Engagement Opportunities
- Add External Fund
- View Registration Info
- View Your Profile

Reset Profile

Site Admin: Resetting the profile will reset the story, thanks message, images, and settings to defaults, and remove any donation levels. If the nonprofit has other giving day profiles they will have the option to copy one of them again.
Adding Support Areas

Marbridge
A Whole New Life

$25 could provide admission to an off-campus outing for one resident.

$50 could provide supplies for an enrichment activity at The Villa.

$100 could provide one month of transportation to and from an off-campus job.

$500 could provide food for one day for approximately 90 residents.

$1,000 could provide one month of medication for 10 residents without insurance.
Strategy No.2

Matching Solicitations

29% of surveyed 2019 Amplify Austin Day donors were motivated to give because of matching dollars. Only 14% of surveyed nonprofits solicited matching dollars.
Matching Dollar Campaigns

Create Urgency

Matches are set up for an exclusive period, which creates a sense of urgency!

More Impact

Givers appreciate knowing that a supporter is willing to make their $1 into $2.

Results

Nonprofits with a match raise 4X more than those that don’t.
Who is responsible for soliciting matching campaigns?

I Live Here I Give Here will work with supportive sponsors to provide:

- A robust ILHIGH Amplify Fund for all participating nonprofits
- Category or foundation matches for select qualifying nonprofits
- Community Campaign Challenges like the #LoveTitos Match
- Business Fundraiser Employee Matches
- Grand, Hourly, and Golden Ticket Prizes

Nonprofit Members can:

- Compete for prizes and incentives supplied by I Live Here I Give Here on Amplify Austin Day
- Solicit additional matching dollars from supporters within your network
Gaming for ILHIGH’s Prizes and Incentives

Communicate Clearly
Create a clear strong call to action with instructions to help your donors understand how to compete.

Communicate Frequently
Use your social channels, direct communications, and newsletters to communicate your opportunity.

Get Creative
Make your call to action memorable with fun graphics, witty videos, or fun competitions to stay top of mind.
Who should I approach for a match?

Great Match Sponsors Could Be:

- Corporate or small business partners who are already invested in the success of your mission.
- Committed donors who are passionate about encouraging others to give to your organization.
- Your Board of Directors or a group of individuals who are committed to helping you hit your goals on Amplify Austin Day.
- Peer-to-peer fundraisers, who can challenge others by matching up to their set goal.
How do I ask for a match?

- Set a meeting with your prospect sponsor.
- Explain the impact of Amplify Austin Day and the power of matching dollar campaigns.
- Share your goals for your campaign and how their gift will help you reach it.
- Include any information about a power hour or other strategies you’ll employ.
- Listen to their goals and find alignment in your campaign.
Okay, I’ve received a match! What’s next?

1. Formally solidify your partnership.
2. Honor their preferences and requests.
3. Add the match to your nonprofit profile.
4. Communicate with your audiences.
5. Recognize your sponsor proudly.
7. Say thank you.
Host Events Together

**Percentage of Sales Events**
Partner with a business to host a percentage of sales event! Businesses may be interested in offering X% of sales to benefit your organization on Amplify Austin Day.

**Advocacy Events or Promotions**
Partner with a business to help share the mission of your organization and your campaign. Get creative about how you can align together to capture an audience.
Pro-Tips for Events

Mission Based Experiences

Consider showing what it is like to live in a client’s shoes. A volunteer project or an out of the box activity that incorporates your mission is a great way to tie everything together.

Virtual Events

Use live streaming to connect your stakeholders remotely. Showcase a program, your location, or a behind the scenes view of your team!

Facebook Promotions

Ask ILHIGH to be a co-host for your Amplify Austin Event.

This evening, our participants have $5 to buy their meals for dinner. They will be able to use their money for a meal for themselves or choose to work together to be able to buy a meal that will feed everyone. #AmplifyLW #AmplifyAtx

Support us as we end youth homelessness by giving here---> https://bit.ly/2NAiO7j or visiting lifeworksaustin.org/anightout.
Add Matching Funds to Your AmplifyATX.org Profile

Amplify Austin Day
March 5, 2020
Get Set Up
Complete the steps below to be sure that you are set up and ready to participate in Amplify Austin Day.

Time to launch
42 days

Please provide documents as requested by Amplify Austin Day.
- Add Your Organization's Info
- Add Your Story
- Get Verified to Collect Donations
- Add Donation Levels
- Add a 'Thank You' Message
- Add Fundraisers

Organization Sponsor Matching

Any and all donations to your organization will be eligible for these matches, including donations to Giving Day profiles and all campaigns/events. To set up matching for a specific campaign only, please go to the edit page for that campaign.
Customize Your Match

- Sponsor name, website, and logo
  - Or keep your sponsor anonymous
- Match Name
- Match Description
- Matching Funds Available
- Maximum Match Per Donor
- Match start and end time (optional)
  - Note: Times are in EST
- Enable Auto Matching
How do Matches Work?

Matching Potential

- Funds remaining automatically calculate
- Matches run simultaneously unless time restrictions are set
- Watch the pre-recorded GiveGab training on matches [here](#)!

Totals, Leaderboards, and Prizes

- Matching funds are **not** counted in totals on profiles or leaderboards unless **donated online**
- Offline donations associated with matching funds are **not** eligible for prizes unless **donated online**
Preview Your Match

Matching Potential Section on Profile

- Displays all matching opportunities
- Shows total funds available and total funds remaining
  - Total remaining updates automatically
- Matching Potential informational pop-up
View All Matches on AmplifyATX.org

Match Potential

Anonymous: Double your impact for our environment! Texas Campaign for the Environment Fund
A generous TCE Fund supporter has pledged $2,500 in matching funds to support our Amplify Austin efforts. Please give now so your gift goes double!

$2,500 MATCH  $1,798 REMAINING

Jourdan-Bachman Pioneer Farms Board of Governors: Double your Donation! Jourdan Bachman Pioneer Farms
Our board will graciously double your donation!

$5,000 MATCH  $4,900 REMAINING

The Caring Place Board of Directors: Amplify The Caring Place Board of Directors Match The Caring Place
The Caring Place Board of Directors challenges YOU, an amazing community of givers to help us raise money for all programs & services of The Caring Place! They have generously pledged to amplify funds donated this year during our 2020 Amplify The Caring Place campaign. Once our
campaign goal is reached, they will match all donations up to $10,000.

$10,000 MATCH  $10,000 REMAINING

Anonymous: Your Gift Doubled on Amplify Austin Day! Caritas of Austin
A generous donor is matching donations up to $10,000 on Friday, March 1.

$10,000 MATCH  $10,000 REMAINING
Why Use Matches?

Incentivizes donors as their gift will have a greater impact

Opportunity to highlight your business sponsor or major donor

Organizations with matching funds raise on average *4.17 x more* than organizations without a match*

*from a study of Giving Days on GiveGab in 2018 and 2019*
Engagement Opportunities

Highlight **volunteer opportunities, events, or other unique opportunities** for supporter involvement right on your AmplifyATX.Org profile.
Engagement Opportunities

SAFE
A merger of Austin Children's Shelter and SafePlace

$25
Two hours of after-school activities for one child

$50
One day of classes for a child in SAFE's Charter School

$100
One hour of counseling for a survivor of violence

$500
One day of food for everyone in shelter

$1,000
One month of shelter for one family
Engagement Opportunities

- Include date, time, location, and a primary contact info
- Add a unique description
- Allow supporters to sign up
Lunch Break & Networking

We’ll return to programming at 1:00 PM

Keep the conversation going online:
Facebook: @ILiveHereIGiveHere | Twitter: @ILH_IGH | Instagram: @ILiveHereIGiveHere
#ILiveHereIGiveHere
The Secret Life of Donors

Session Lead: Jessi Moon, Senior Director of Development, I Live Here I Give Here
Giving Days.
What Are They Good For?

Setting and achieving fundraising goals

Raising awareness and telling your story

Securing new donors

Engaging boards and other close friends in fundraising

Inspiring lead or matching gifts
Not *INHERENTLY* great for...

**DONOR RETENTION**

*Donor Retention:* number or percentage of donors that continue to give to your organization after the first gift.

An example:
200 new donors came on board during your AAD’19 campaign. Over the following fiscal year, 60 of those donors made a gift to your organization through AmplifyATX.org or another method. **Your RETENTION rate is 30%**
The Struggle is Real

Donor Retention Averaged 43%
19% Of First Time Donors Are Retained
63% Of Repeat Donors Are Retained
73% of Repeat Donors demonstrated an increased gift amount

(Association of Fundraising Professionals, 2016)

The bottom line: Repeat donors are retained at a much higher rate, and their average gift increases significantly over time.
A solid stewardship plan is the key to increasing donor retention. Good stewardship is more than saying "Thank You"
What’s the plan for March 7 and beyond?

1. Send donors a personalized thank you* note
2. Engage your board in meaningful and strategic thank you calls
3. Plug them in – your database, newsletters, social media, invite lists, etc
4. Segment
5. Have an engagement opportunity ready to go
6. Regularly demonstrate impact - share your wins and milestones.
7. Ask again!

“I have learned to imagine an invisible sign around each person’s neck that says, ‘Make me feel important!’”

- Mary Kay Ash
Founder of Mary Kay Cosmetics
Resources

Donor Relations Guru - First Time Donors

Association of Fundraising Professionals Resource Library

Fundraising Report Card - Metrics Tool-Kit

2018 Fundraising Effectiveness Survey Report

Sample Stewardship Matrix
The Secret Life of Donors Q&A

Thank You To Our Panelists

- **Cindy Work Abell**
  - Chair, Community Advisory Council at I Live Here I Give Here
  - Principal Consultant, Social Purpose Partners

- **Frances Leigh Jordan**
  - Engagement and Communications Manager - BazaarVoice
  - Manages employee engagement and corporate generosity

- **Raquel Valdez Sanchez**
  - Alumna of The New Philanthropists Board Mentors of Color Program
  - Serves on the Board of Directors for the Dream Come True Foundation, Caritas of Austin, and the Greater Austin Hispanic Chamber of Commerce.
A Practice in Gratitude

30 Minutes

Thank you Amplify Austin Donors!
Quick Break!
We’ll return to programming at 2:30 PM

Pick On Someone Your Own Size
Find a new table based on your Leaderboard Size
   Small - Blue
   Medium - Red
   Large - Green

Not sure? Ask our staff at the back on the room!

Keep the conversation going online:
Facebook: @ILiveHereIGiveHere | Twitter: @ILH_IGH | Instagram: @ILiveHereIGiveHere
#ILiveHereIGiveHere
Pick on Someone Your Own Size

45 Minutes
Creating a Digital Cascade to Tell Your Story & Inspire Action

Session Lead: Stacey Ingram Kaleh, Sr. Manager of Marketing & Communications, I Live Here I Give Here

Case Studies Presented By: Brianna McCabe Alldredge, Central Texas Food Bank
Taylor Prewitt, Creative Action
Amplify Austin

Join your community in giving back local

Amplify Austin Day: March 5-6, 6pm-6pm
Get involved at AmplifyATX.org

@ilivehereigivehere #ILiveHereIGiveHere
Amplify Austin Day
PR & Marketing

Igniting the local generosity movement

Contact: Stacey Kaleh
Stacey@ILiveHereIGiveHere.org

Print, Digital, & Grassroots Initiatives Build a Dynamic 2020 Campaign:

- Media Outreach + Press Coverage
- In-kind Media Sponsorships
  - ILHIGH Magazine is here!
- Advertising
- Email Marketing
- Social Media
- Influencer Collaboration
- Toolkits for Members, Businesses & Fundraisers
Media Relations + In-kind Advertising Expand Reach

**Media Relations Builds Trust & Understanding**
- Earned media is perceived as more trustworthy than paid media
- Articles and interviews provide more information than ads

**Advertising Emphasizes Call-to-action**
- Ability to control message and direct traffic to AmplifyATX.org
- Strategically reach donors where they are

**In-kind Partnerships Dive Deep**
- Our media partners are committed to our cause alongside us and strike a balance between reach, understanding and call-to-action
Media Outlets Rallying Public Participation

Amplify Austin Day Media Sponsors:

● Provide in-kind advertising, valued at approximately $200K
● Span print, digital, radio, TV, social, email, and out-of-home (buses and street banners) mediums
● Support the local generosity movement!
Grassroots Outreach Meets Donors Where They Are

Hustle Texting Campaign
- Interactive text messaging with donors from the previous two years will share friendly reminders to give
- Empower business and P2P fundraisers

Postering
- Distribution to restaurants, bars, coffee shops, and retail districts across 7-county region

Content for Local Businesses, Professional Groups, Neighborhood Associations
- Providing outreach messages for P2P communications

For Your Campaign:
- Consider providing peer-to-peer fundraisers and board members with language and graphics to share at their workplace and on Nextdoor, as well as via social media
Tapping into Social Media Storytelling & Advocacy

Empower Your Audiences to Share their Giving Stories
- #ILiveHereIGiveHere Because...
- Draft prompt for your peer-to-peer fundraisers
- Engage with your influencers and top fans

Recognize Your Constituents by Sharing their Content
- Re-post user-generated content to your Stories or Feed
- Create a sense of community-wide participation

Use Our Toolkit and Hashtag, #ILiveHereIGiveHere
- Facebook, Instagram, LinkedIn, Twitter, and Email graphics in English and Spanish
- Social videos + animation (including for Stories!)

Did you know?
Last year, 36% of traffic to AmplifyATX.org came through social.
Using Video + Livestreaming to Move Your Audiences to Action

Video is 1200% more engaging than text and images combined
- Video activates the senses and emotions
- Facebook and Instagram have over a half a billion daily story viewers.
- 59% of Millennials and 70% of Gen Z users watch Instagram Stories.
- Facebook reports more than 8 billion video views daily.
- Twitter videos are 6x as likely to be retweeted as photos.
- Cisco reports that by the end of 2020, there will be almost a million minutes of video per second crossing the internet. Cisco adds that, by then, 82% of all consumer web traffic will be video.
Video + Livestreaming

Livestreaming Creates an Interactive Event Atmosphere
- Elevates content to the top of your users’ feeds to make it more eye-catching
- Plays up urgency of the 24-hour giving day and aligns with the live leaderboards
- Interact in real-time with your audience, answer questions, thank donors
- Viewing hours of live video content rose 65% from 2017-2019 (International Advertising Bureau)

Authenticity + Playfulness Are Key
- Connect with your viewers on a personal level and showcase your passion for your cause

More video + livestreaming tips available online.
How will ILHIGH use video?

@ILiveHereIGiveHere  #ILiveHereIGiveHere

To Empower Audiences to Give, Illustrate Impact, and Recognize Givers and Partners through:

- PSAs
- YouTube and Google SEO
- Organic and Boosted Social Media Posts
- Personal, Fun and Authentic IG + Facebook Stories
- Livestreaming from Command Central
“Austin is magical and special because our actions match our values. Giving back to our community is an important and amazing way to show your Austin pride,” says Steve Adler, mayor of Austin since 2015 and former board member for several area nonprofits.
How To:
Create a Digital Communications Cascade

Step 1: Identify your audiences and key messages
Step 2: Identify your platforms
Step 3: Prioritize to maximize impact
Step 4: Coordinate announcements across platforms with strategic timing and frequency
Step 5: Include real-time and follow-up engagement plans
What is a communications cascade?

An integrated communications strategy that builds momentum and engagement around a key message through the use of multiple platforms and data-based frequency.
Step #1: Identify Audiences + Key Messages

1. Ask: “Who are we trying to reach?”
2. Ask: “What do we want them to do, and why?”
3. Outline a Call-to-Action for each audience

Examples:

**Audience:** Returning donors | **CTA:** Continue to support the local causes that personally move you by making a donation on Amplify Austin Day. Consider increasing your gift this year to play a vital role in addressing our community's most pressing needs.

**Audience:** New donors | **CTA:** Be part of your community's biggest day of giving! Give back to the organizations that help the people, places, and animals you love on Amplify Austin Day.

**Audience:** Peer-to-peer fundraisers | **CTA:** Become a leading advocate for a cause that personally moves you and make a meaningful difference in your local community by creating a fundraising profile and activating your network to give on Amplify Austin Day.
Step #2: Identify Your Platforms

1. Ask: “Where are your audiences engaging with you?”
   - What platforms do you currently use that work well? These could range from personal emails and phone calls to your website to social media.

2. Ask: “Where do you want your audiences to engage with you?”
   - What platforms are you using where engagement needs to grow? What platforms are you not using that your audiences have embraced?

3. Ask: “What story formats work well for each platform?”
   - Long-form is suited for website and blog. Photos and quotes perform well on Instagram. Video sees high engagement on Facebook.

*See Brand Touchpoints Mind Map activity in your workbook*
Step #3: Prioritize to Maximize Impact

1. Reach out to key stakeholders first
   - Inform and equip your Staff & Board
   - Activate your loyal advocates
   - Consider press opportunities

2. Create your long-form content hub
   - Where can your audiences go to find out everything they need to know and read the full story? Website? Blog? YouTube?

3. Create short-form gems
   - Break down your long-form story into post series tailored to each platform & its audience

4. Always direct traffic to your AmplifyATX.org profile
Step #4: Coordinate Timing and Frequency Across Channels

I. Pre-Public Announcement

Day 1:

II. Formal Public Announcement

III. Core Content Hubs Updated

IV. Social Announcements

Week 1:

V. Newsletter Story

VI. Social Storytelling

Month 1 & Beyond: VII. Ongoing Engagement
**Step #5: Plan for Real-time + Follow-up Engagement**

**Create a clear path for audiences to stay involved**
- Invite donors to sign up for your newsletter, follow you on social, volunteer, and attend your programs

**Send thank you communications that showcase impact**
- Illustrate how your donors made a meaningful and tangible impact and help you achieve your goal

**Share and comment on social media posts**
- Let your audiences know they are heard and you appreciate them

**Don’t let the moment pass**
- Having a follow-up engagement plan ready to implement will help you seize the moment you have a captive audience
Celebrate & Recognize Your Advocates
How We Amplify Austin

How the Central Texas Food Bank exceeds fundraising goals year-over-year.
Who am I?

Brianna McCabe Alldredge
Digital Marketing Specialist
Central Texas Food Bank
This is how we do it.

(and you can too.)
Before we start, answer this:

Is Amplify Austin a priority for you?
(Did you answer yes? It’s a big event, so plan accordingly.)

Amplify Austin is one of our major fundraising events.
• ‘All hands on deck’ mentality.
• Start planning early.
• Find your fundraising superheroes.
Just because it’s over, doesn’t mean it’s over.

Step 1: Look Behind you.
We debrief a week (or less) after Amplify Austin ends and start talking about the next year.
• Did we meet our goals?
• What did we do well?
• What can we do better?

Step 2: Look Ahead.
Our first official planning meeting Amplify Austin 2020 happened last September.
• What are our new goals?
• Who is doing what?
• How are we getting it all done?
Who are you and what do you want?
It’s all about narrowing your focus.

Who are you?
What’s the first thing that comes to mind when people think of your organization?
Hint: It’s probably not your mission statement.

What do you want?
Are you raising awareness or money? What about new donors or email addresses?
Hint: Pick one — you can’t do them all well.
How will you get the message out there?

Identify channels that work for your organization.
- Direct mail
- Email
- Social Media
- Word-of-mouth

Try some new things
- Search ads
- Paid ads

Hint: If you want to try search ads, Google Adwords is free!
Assemble your team.
Assemble your A-Team.

Who do you have to put in the work? Be creative.

- Staff
- Interns
- Board Members
- Volunteers
- Friends and family

Hint: When you have people that shine in a particular area, empower them to do their best.
Nobody likes a black box.

Make sure you’re checking in with your team and fundraisers throughout the entire process. Keep your planning documents in a shared area for the whole team.

- In-person check-ins
- Emails
- Project management tools
Get ready to Amplify Austin!

And start planning for next year.
Questions?
Creative Action

Amplify Austin Case Study
2020
OUR MISSION

We prepare kids for the future. We spark and support the academic, social and emotional development of young people.
"We cannot build the future for our youth—but we can build our youth for the future."

- Franklin D. Roosevelt
So how do we make people care?

Where are the heartstrings in language like “SEL Skills” and “21st Century Skills”? 
When I grow up . . .

RAPPERS
BABYSITTERS
DOCTORS
On social

Theatre Arts
• Playwriting
• Performance
• Design
• Dance & movement
• Music on stage
• Puppetry & masks

Visual Arts
• Large scale: murals, parades
• Photography & digital storytelling
• Drawing & painting
• Ceramics & sculpture

NECESSARY SKILLS

COMPASSION
TEAMWORK
COMMUNICATION
CREATIVITY
PROBLEM-SOLVING
LEADERSHIP
ADAPTABILITY

FUTURE TEACHER
On social

NECESSARY SKILLS

CRITICAL THINKING
CONFIDENCE
PROBLEM-SOLVING
EMOTIONAL INTELLIGENCE
COLLABORATIVE
INTERPERSONAL

FUTURE LAWYER
On social Theatre Arts
- Playwriting
- Performance
- Design
- Dance & movement
- Music on stage
- Puppetry & masks

Visual Arts
- Large scale: murals, parades
- Photography & digital storytelling
- Drawing & painting
- Ceramics & sculpture

NECESSARY SKILLS
- CREATIVITY
- COURAGE
- CONFIDENCE
- PROBLEM-SOLVING
- IMAGINATION
- EMPATHY

FUTURE ARTIST
On social

Theatre Arts
• Playwriting
• Performance
• Design
• Dance & movement
• Music on stage
• Puppetry & masks

Visual Arts
• Large scale: murals, parades
• Photography & digital storytelling
• Drawing & painting
• Ceramics & sculpture

NECESSARY SKILLS

CRITICAL THINKING
COMMUNICATION
CREATIVE THINKING
PROBLEM-SOLVING
COLLABORATIVE
LEADERSHIP

FUTURE SCIENTIST
Dear Taylor,

With just four hours to go in this 24 hour day of giving, we are less than $4,000 away from reaching our goal!

Your donation of $25 can help us get there. In this final stretch, help us provide our students with the **skills they need for the future** and help give back to our community by supplying it with a **new generation of leaders** ready to make change.

**Don’t forget that your donation goes further today**, thanks to St. David’s Foundation, which has pledged to match up to $1 million for its affiliates’ campaigns, and thanks to the Topfer Family Foundation, which has pledged to match up to $5,000 for its grantees.

**Thank you to those who have already given!** We truly appreciate your support.

With much gratitude,

Karen LaShelle, Executive Director
Final thoughts

- Where are the heartstrings in your organization?
- How can you highlight the real people your organization serves?
- How can you explain your impact in an easy, digestible way?
- How can you leverage different communities of support (board, volunteers, etc)?
Follow us on social to check out our 2020 campaign

Facebook.com/CreativeAction
Instagram.com/CreativeAction
Twitter.com/CreativeATX
Final Reminders

LET ME EXPLAIN...

NO, THERE IS TOO MUCH. LET ME SUM UP.
Action Items

1. Identify your target audience and build your team
2. Brainstorm together and set goals
3. Complete your profile
4. Launch your communications plan and promote early giving
5. Add strategies like peer-to-peer or matching dollars
6. Plan for donor stewardship
Important Dates for Amplify Austin Day 2020

Early Giving Opens - January 21

Peer-to-Peer Fundraising Opens - January 21

Profile Completion Deadline - February 14

ILHIGH Magazine Launch Party - February 20

Amplify Austin Day! - 6 pm March 5 - 6 pm March 6

I Live Here I Give Here Awards - April 21
Tools

The Nonprofit Toolkit

- Graphics & Logos
- #ILiveHereIGiveHere Because
- Texas Sticker Print Out
- Amplify Austin Day Posters
- Videos
- Best Practices & Tips
- Training RSVP & Webinars
Training Sessions

Stand Out on AmplifyATX.org Webinar - February 3

Animal Care & Services, Environment, and Sports & Recreation Meetup - February 7

Social Media 101 Webinar - February 11

Basic Needs, Health Care, and Human Services Meetup - February 14

Online Webinars - Access any time
THANK YOU!
Stay for Office Hours!

GiveGab & I Live Here I Give Here will be here until 5PM to answer your questions!
Questions?

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